IN THE CLAIMS:

The following is a complete listing of the claims, and replaces all earlier version and listings.

1. (currently amended) An image display apparatus comprising:

space modulation means for modulating incident light according to input display data and outputting the modulated incidence light;

illumination means for illuminating said space modulation means with light; and

projection means for projecting light emitted from said space modulation means upon an image display screen,

wherein said illumination means repeats one illumination cycle having a plurality of periods, which include at least periods for illuminating said space modulation means with lights of first, second and third colors which are different from white and different from one another, and two discontinuous periods for illuminating said space modulation means with a white light, ~~and~~

wherein the space modulation means modulates respectively the lights of the first, second and third colors and the white light, and

wherein, during the one illumination cycle, the period for illuminating said space modulation means with the white light starts after each one of the periods for illuminating said space modulation means with the lights of at least two of the first, second and third colors, and before the period for illuminating said space modulation means with the light of the other color.

2. (previously presented) An image display apparatus according to claim 1, wherein during the discontinuous periods for illuminating with the white light, a white luminance emphasizing process is dispersively performed.

3. (previously presented) An image display apparatus according to claim 1, wherein a white luminance emphasizing process is performed by applying a white luminance emphasizing signal during a period which is longer than one of the white light illumination periods.

4. to 10. (canceled)

11. (previously presented) An image display apparatus according to claim 1, wherein said space modulation means is a space modulation unit for performing time divisional modulation.

12. (currently amended) An image display apparatus according to claim 1, wherein said space modulation means is a space modulation unit using a liquid crystal.

13. (previously presented) An image display apparatus according to claim 1, wherein said space modulation means is a space modulation unit of a MEMS type.

14. (currently amended) An image display apparatus according to claim 1, wherein said space modulation means is a space modulation unit disposed with micro-mirrors.

15. (previously presented) An image display apparatus according to claim 1, wherein said illumination means generates color field sequential illumination light by using a rotary color filter divided into a plurality of areas having different transmission wavelength bands.

16. (canceled)

17. (previously presented) An image display apparatus according to claim 1, wherein said illumination means generates color field sequential illumination light by switching between a plurality of liquid crystal filters having different transmission wavelength bands.

18. (canceled)

19. (previously presented) An image display apparatus according to claim 1, wherein said illumination means generates color field sequential illumination light by switching between light sources such as LED.

20. (canceled)

21. (currently amended) An image display method comprising steps of:

conducting repeatedly one light output cycle having a plurality of periods;

illuminating a space modulator with a light outputted in the light output cycle; and

modulating the light output in the light cycle according to input data by ~~said~~ the space modulator, which modulates respectively lights of first, second and third colors and a white light,

wherein the plurality of periods include at least periods for illuminating the space modulator with the lights of the first, second and third colors which are different from white and different from one another, and two discontinuous periods for illuminating the space modulator with the white light, and

wherein, during the one illumination cycle, the period for illuminating the space modulator with the white light starts after each one of the periods for illuminating the space modulator with the lights of at least two of the first, second and third colors, and before the period for illuminating the space modulator with the light of the other color.

22. to 31. (canceled)

32. (currently amended) An image display apparatus comprising:

a space modulator modulating incident light according to input display data and outputting the modulated incidence light; and

an illuminator illuminating said space modulator with light,

wherein said illuminator repeats one illumination cycle having a plurality of periods, which include at least periods for illuminating said space modulator with lights of first, second and third colors which are different from white and different from one another, and two discontinuous periods for illuminating said space modulator with a white light, ~~and~~

wherein the space modulator modulates respectively the lights of the first, second and third colors and the white light, and

wherein, during the one illumination cycle, the period for illuminating said space modulator with the white light starts after each one of the periods for illuminating said space modulator with the lights of at least two of the first, second and third colors, and before the period for illuminating said space modulator with the light of the other color.

33. to 39. (canceled)

40. (previously presented) An image display apparatus according to claim 32, wherein, during the two discontinuous periods for illuminating with the white light, a white luminance emphasizing process is dispersively performed.

41. (previously presented) An image display apparatus according to claim 32, wherein a white luminance emphasizing process is performed by applying a white luminance emphasizing signal during a period which is longer than one of the white light illumination periods.

Claim 42. (new) An image display apparatus according to claim 32, wherein, during the one illumination cycle, the period for illuminating said space modulator with the white light starts after each one of the periods for illuminating said space modulator with the lights of the first, second and third colors, and before the period for illuminating said space modulator with the light of the color.